

## AMENDMENT OF SOLICITATION

1. AMENDMENT  <b>A001</b>	2. EFFECTIVE DATE  OCTOBER 18, 2006	3. REQUISITION NO./P.O. NO.
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4. ISSUED BY  
  
PURCHASING MANAGER  
CITY OF EL PASO  
2 CIVIC CENTER PLAZA  
EL PASO, TEXAS 79901-1196

5A. AMENDMENT OF SOLICITATION NO.  
**2007-034**  
  
TITLED: **ADVERTISING AND MARKETING SERVICES FOR  
ENVIRONMENTAL SERVICES, EL PASO RECYCLING PROGRAM.**

5B. BID DUE DATE:  
**OCTOBER 25, 2006**

6. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 7. the  
hour and date specified for receipt of offers

☐ is extended ☒ is not extended.

All amendments must be acknowledged on the "SOLICITATION, OFFER AND AWARD  
FORM", Item 10; failure to do so may be cause for rejection of offer.

7. DESCRIPTION OF AMENDMENT

SOLICITATION DUE DATE IS NOT EXTENDED:

ANSWERS TO QUESTIONS SUBMITTED BY PROPOSERS ATTACHED

8. CITY OF EL PASO

TERRENCE FREIBURG  
PURCHASING MANAGER

BY\_\_\_\_\_/s/\_\_\_\_\_  
RAY HEREDIA  
PROCUREMENT ANALYST

CITY OF EL PASO, RFP# 2007-034  
ADVERTISING AND MARKETING SERVICES FOR ENVIRONMENTAL  
SERVICES, EL PASO RECYCLING PROGRAM, BID NO.2007-034.  
RFP DUE DATE: OCTOBER 25, 2006

**Question #1**

Reference Page: Page 1 (Section A)

*The term of this contract shall be three (3) years, with the option to extend the contract for an additional three (3) years, for the continuation of the City of El Paso's Single-Stream Curbside Recycling Program (the "Program") efforts.*

Does the "Program" refer to Option #4: "Curbside Single Stream Collection" (Section 8, page 8-10) of R.W. Beck's Solid Waste Management Department Financial and Operational Study - Final Report completed in August of 2004? If it does not, could you please explain the "Single-Stream Curbside Recycling Program" as listed in your RFP?

ANSWER: YES

**Question #2**

Reference Page: Page 1 (Section B) Under "Purpose"

*The City of El Paso is seeking qualifications for professional services in advertising and marketing. Multiple awards by category are possible. However, if one contractor is considered to be the most qualified for all categories, a single award will be considered.*

Our agency has strengths in all categories of advertising and marketing. However, if an agency is only awarded one category of the RFP, does the agency have the ability to decline a partial award?

ANSWER: YES

**Question #3**

Reference Page: Page 1 (Section B) Under "Objectives"

*Educate residents to fully utilize the program infrastructure and reduce their disposal of materials with economic value and increase recycling, as well as **increase and improve positive perceptions of the Program and reduce contamination of the curbside stream of waste.***

Could you please explain what is meant exactly by "reduce contamination of the curbside stream of waste?" Is there a **quantifiable** goal the City would like to achieve?

ANSWER: LESS THAN 2%

**Question #4**

Reference Page: Page 1 (Section B) Under "Contractor Responsibilities"

*Coordinate outreach materials for schools, youth groups, neighborhood associations and other civic and professional associations and groups.*

Does this bullet refer to A) the production of such collateral to be distributed to various groups, B) consulting with the various stated groups to establish individual needs, or C) both?

ANSWER: PRODUCTION. KEEP EL PASO BEAUTIFUL WILL DO OUTREACH PIO

**Question #5**

Reference Page: Page 3 (Section B) Under #7 Miscellaneous

*Contractor shall provide usual and customary account services, including meetings and consultation regarding advertising. Regularly scheduled meetings will be held in City offices to be announced.*

Our main office is located in Austin, TX and we do not currently have an office in El Paso. We would prefer meetings in person, but this may not always be possible. Do you require these meetings to be face-to-face or would they be accepted via conference call?

ANSWER: PRESENTATION WILL BE DONE AT A DESIGNATED EL PASO LOCATION

**Question #6**

Reference Page: Page 3 (Questionnaire Section, #1)

*The agency or key personnel must have a minimum of three (3) years experience in advertising and designing advertising/marketing campaigns in any one or more of the following environmental areas, including solid waste management, recycling, hazardous waste, illegal dumping, and any other environmental programs or related not-for-profit programs that maybe related to natural resources and the environment.*

Our agency has over 20 years of experience in advertising and designing and in those 20 years we have worked with several cities, organizations, and groups on projects and campaigns related to those areas you listed above. Yet we do not have 3 consecutive years with same client.

- A) Would the experience I've listed above meet your requirement?
- B) If we do not meet your requirement, would this disqualify us from your RFP?

ANSWER: A) YES  
B) N/A

**Question #7**

Reference Page: Page 3 (Questionnaire Section, #3)

*Agency personnel must be able to meet with the Department on a four-hour notice to brainstorm for quick turnaround projects needed.*

We have the same concern as Question # 5 above. Our main office is located in Austin, TX and we do not currently have an office in El Paso. We would prefer meetings in person, but this may not always be possible. Do you require these meetings to be face-to-face or would they be accepted via conference call?

ANSWER: PREFERRED FACE TO FACE, BUT BEPENDING ON THE CONTENTS OF THE MEETING, VIA CONFERENCE WOULD BE EXCEPTABLE

**Question #8**

Reference Page: Page 3 (Questionnaire Section, #4)

*The Agency must be able to design and complete small advertising requirements in **no more than two days**.*

Could you provide us with an example of a "small advertising requirement?"

ANSWER: LOCAL NEWSPAPER ADVERTISING FLIERS, HANDBILLS

**Question #9**

Reference Page: Page 4 (Questionnaire Section, #6)

*Please identify at least three methods (sources of data) that you would use to identify the various population segments and size of those segments for the City of El Paso.*

Would acceptable answers include census information, voter registration information, and other similar official sources of data or something else?

ANSWERS: YES